

File Copy

MAY 15 1944

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 12, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On <i>to be made</i> <i>done</i>	LITTLE THEATRE FOR CHILDREN A daily musical show at 4:00 P.M. to entertain young people. Enacted by the children's group of the Robotti-Moser Studios. Also daily at 11 A.M. and 2:00 P.M., Macy's Little Theatre will show children's movies and cartoons. All children invited, free. Publicity: Sue Raices, CH. 4-2000.	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR
Now Showing <i>her friends</i>	SPRING EXHIBIT OF FASHION ILLUSTRATIONS Fashion illustrations and layouts in color, and black and white, created by students in advanced division of both Day and Evening Classes. On view in the Traphagen School Pent House Gallery from 9:00 A.M.-9:30 P.M.; Saturdays, until 5:00 P.M. Open to public and press. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Now Going On <i>will</i> <i>continue</i>	WAR TIME COOK- ING SCHOOL Ruth Carman, dietician and food expert will conduct a series of cooking sessions every Tuesday and Thursday at 2:30 P.M. She will talk about planning well balanced meals, showing how to use left-overs, save points, can foods, recognize quality in selection, and other useful tips. Food prepared during demonstration will be distributed, together with recipes. Open to public, free. Press invited. Publicity: Ann Haverlin, TR. 5-8100.	FREDERICK LOESER BROOKLYN	5TH FLOOR
Now Showing Through June 30	PHOTOGRAPHIC EXHIBIT: "PACIFIC REPORT" A collection of 27 action photographs taken against Raboul, the Gilberts, the Marshalls and the Marianas, by Eugene Smith, photographer for "Popular Photography", "Flying" and "Radio News". Open to public. Publicity: Sarah Newmeyer, CI. 5-8900.	W. EUGENE SMITH	MUSEUM OF MODERN ART 11 WEST 53RD STREET
Friday May 12- May 20	FREE SEWING LESSONS FOR HOME SEWERS Nearly everything a woman needs to know about the fundamentals of sewing will be included in these eight special sewing sessions. They start with the sewing of children's clothes and gradually go on to adult fashions. Instruction will be given in the classroom; sewing will be done at home and brought to the following session for discussion. Lectures scheduled at 11:00 A.M. and 2:30 P.M. daily; Saturdays, only one, at 11:00 A.M. Special sessions for business girls Thursday evenings, 7:00 P.M. Open to public. Press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND McCALL SEWING CORPS	EAST BUILDING 7TH FLOOR
Saturday May 13	FUN FOR THE CHILDREN 11:00 A.M.-There will be a Punch and Judy Puppet show for the youngsters, from 11:00-1:15 P.M. 11:45 in the Boys' Shop and 12:30-1:15 P.M. in the Girls' Dept. Parents wishing to shop in the store may leave their children safely in the care of these two floors, free, of course. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	2ND AND 4TH FLOORS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 13 4:00 P.M.	SUB-DEB FASHION SHOW At this summer-clothes fashion show, for teen-agers, high schoolers trained by Bamberger's fashion department will model the clothes. A few cover girls from Conover's will be present also, and Edith Fellows, star of "Janie", will make an appearance. Open to teen-agers, their parents, and Press. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	RESTAURANT 10TH FLOOR
Sunday May 14	HONORING THE OUTSTANDING MOTHER ON MOTHER'S DAY On Mother's Day, a mother who has given 11 of her 12 children to the armed forces will be honored at a dinner at the Towers Hotel. 6 sons in the Navy, 1 in the Army, 1 in the Marines, and 3 daughters in the WAC, constitute this Mother's record. Contact: Victor L. Anfusio, Chairman, Towers Hotel.	THE MOTHER'S DAY COM- MEMORATIVE LEAGUE	TOWERS HOTEL BROOKLYN
<u>WEEK BEGINNING MONDAY, MAY 15, 1944</u>			
Monday May 15 1:00 P.M. Luncheon	MID-SUMMER STYLE SHOW Charming town and country styles expressed in chiffon, foulards, embroidered muslin, etc. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	FARQUHARSON & WHELOCK (23 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday May 15 2:30 P.M.	BABY DEVELOP- MENT CLINIC Of great interest to young mothers and mothers-to-be is this clinic on the most modern and scientific methods of keeping baby happy and healthy and allowing mother to enjoy leisure time. Miss Ethel Ranson will lecture on the care and feeding of infants, and a movie entitled, "Babies Can Be Fun" will be shown. Open to public. Press invited. Publicity: Naomi Kellman, TR. 5-8100.	FREDERICK LOESER BROOKLYN	4TH FLOOR
Monday May 15	OPENING: FALL BLOUSE LINES	MEDIUM AND BETTER PRICE BLOUSE MANUFACTURERS	INDIVIDUAL NEW YORK SHOWROOMS
Monday May 15	OPENING OF "BY THE SEA SHOP" Mannequins displayed in huge shells against sea-going colors of aqua, pink, white, and pale green, make an effective background for Macy's "By the Sea Shop." Publicity: Sue Raices, CH. 4-2000.	R. H. MACY & CO., INC.	3RD FLOOR
Beginning Monday May 15- June 15	CONTEST: "DESIGN IT, NAME IT" Teen-agers the country over, invited to participate in this competition, are asked to design a sports dress or a date frock, and name the garment submitted. \$1,000 in War Bonds and stamps will be awarded to 30 winners, based on originality, practicability, and adaptability. Committee of judges includes Harry Conover, Lyolene, Adelaide Hawley, Vyvyan Donner, Julia Coburn, Matilda Taylor, Jane Withers and others. All stores are invited to participate; interested teens apply at stores entering contest. Publicity: Bert Nevins, WI. 7-9715.	TEENTIMERS, INC. (1359 BROADWAY)	STORES THROUGHOUT THE COUNTRY
Beginning Monday May 15	APPAREL AND MILLINERY FALL MARKET WEEK	ASSOCIATED APPAREL MFRS. OF LOS ANGELES & LOS ANGELES MILLINERY GUILD	INDIVIDUAL LOS ANGELES SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 15- June 3	ANNUAL EXHIBIT: ADVERTISING ART 300 examples of the best national advertising art pre-selected by experts and a "man-in-the-street" jury. These illustrations were submitted by artists, photographers, and designers of work published between Feb. 15, 1943-Apr. 1, 1944. Press and public invited. Contact: Margaret Carson, MU. 2-2055.	THE ART DIRECTORS CLUB OF NEW YORK	630 FIFTH AVENUE ROCKEFELLER CENTER
Monday May 15- June 2	EXHIBIT: TOTALITARIAN EUROPE This is a collection of water colors and black and white drawings done to increase the understanding of what the war is about. Quintanilla is Spain's most distinguished living painter, and Mrs. J. Borden Harriman and the American Free World Association, both of whom sponsor this exhibit, describe the artist's work as terrifying and beautiful. Preview tea, Monday, May 15th, 4:00-6:00 P.M., strictly by invitation. Open to public, Tuesday, May 16th. Contact: Mrs. J. Borden Harriman, PL. 3-9742.	LUIS QUINTANILLA	KNOEDLER GALLERIES 15 EAST 57TH STREET
Monday May 15- May 17	INFORMAL SHOWING: ACTIVE SUMMER SPORTSWEAR Live and display mannequins in various summer poses, wearing suitable clothes for all activities, will be on view at this showing of timely sports apparel. These fashions are modeled as a promotion for home-sewing by Advance Patterns Co. Publicity: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	4TH FLOOR
Postponed From May 15	STORE OPERATING FORUM Originally scheduled to take place Monday, May 15-17, this store operating forum has been cancelled. New date will be announced as soon as it is decided. For further information, contact: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	STATLER HOTEL CLEVELAND, OHIO
Tuesday May 16 1:00 P.M. Luncheon	WHAT THE THREE WAR BRIDES SHOULD WEAR To the tune of "3 Little Sisters", Jay Thorpe will present a fashion show featuring the bridal and trousseaux outfits of three girls, one marrying a soldier, one marrying a sailor, and one a marine. Fashions from Jay Thorpe's Smart Set Shop. Dorothy Gray will demonstrate 10 Beauty rules for Brides. Open to public. Press by invitation. Luncheon a la carte. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 16 2:00 P.M.- 4:00 P.M. <i>not</i>	6TH LECTURE IN RED CROSS NUTRITION SERIES Mrs. Sylvia Neubauer and Miss Pauline Leonard, Red Cross instructors, will discuss, "One Touch of Canning Genius", sixth in this series of lectures on nutrition. An extra session has been added to this series; topic, "Picnic Lunches", to be discussed on Tuesday, May 23rd. This is primarily for the benefit of war-workers and school children who will be going-a-picnicking just before Decoration Day. Open to public. Press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Wednesday May 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON This show marks the summer opening of the Waldorf's Starlight Roof. Russeks will present summer fashions in cottons, rayons, spectator and playclothes. Open to public. Press by invitation. Luncheon a la carte. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf Publ.: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 17 4:00 P.M.	PRIVATE SHOWING: NEW FALL 1944 COLLECTION The McMullen Company will show its New Fall 1944 Collection by Dorothy Cocks, for town, country and campus, in the Crystal Room of the Ritz Carlton Hotel, because the overflow attendance of the past requires expanded space. By invitation only. Publicity: Abigail Johnson, MU. 3-9560.	THE McMULLEN CO. (475 5TH AVENUE)	RITZ CARLTON HOTEL CRYSTAL ROOM

Wednesday May 17	1944 WAR EMERGENCY CAMPAIGN This year's dinner is given in honor of Gerald Rosenberger of Coro, for his humanitarian interests. This campaign proposes to raise 32 million dollars for aid to refugees of Palestine and for rehabilitation relief. On the same evening, a similar dinner will be given at the Roosevelt Hotel by the Shoe industry.	UNITED JEWISH APPEAL & COSTUME JEWELRY INDUSTRY	PLAZA HOTEL 5TH AVE. AT 59TH ST.
Wednesday May 17	FINAL SELECTIONS: TOBÉ COBURN SCHOLARSHIP Bamberger's has been conducting a quiz contest, the winner of which is entitled to a 20-month scholarship to the Tobé Coburn School for Fashion Careers. Judges are a board of outstanding fashion authorities. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, N. J.
Thursday May 18 11:00 A.M.	THURSDAY MORNING FASHION LECTURES This Thursday morning fashion lecture will be given by Constance Talbot, author of many books about making and caring for clothes; topic, "Conservation". At final session, Thursday, May 25, Virginia Carter, Director, Macy's Fabric Center, will talk about "Summer Tricks". This will wind up the series. Open to public. Press invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO., INC.	DRESSMAKING CENTER 6TH FLOOR
Thursday May 18- Friday May 19	ANNUAL CONVENTION <i>2nd Day</i> This annual two-day Toilet Goods Convention will include talks by Elmer Tysdal, Assistant Chief, Cosmetics & Toiletries, WPB, and other leading exponents of the cosmetic field, including Herman Brooks, President of the Association. Each day there will be stimulating speeches, and on Thursday evening there will be a meeting of the Scientific Section. Press and members invited. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Friday May 19 3:15 P.M.	COOKING SCHOOL: "HOW TO CAN" Miss Elsa Steinberger, home economist and lecturer of the Brooklyn Union Gas Co., will discuss canning. She will offer practical suggestions and demonstrate how to prepare vegetables and non-acid foods. Printed instruction sheets will be distributed. Open to public and press, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Friday May 19 5:00 P.M.- 7:00 P.M.	ANNUAL FASHION PRESENTATION "Melodies in Fashion", is the theme of a complete summer revue, including play clothes, spectator clothes, dress-up fashions, informal gardening, and formal evening clothes. Entire show will be presented by the graduating students of the class in cooperation with Oppenheim Collins. For further information, and tickets, write or phone Leona Van Cott, Laboratory Institute of Merchandising, 45 West 34th Street, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	McALPIN HOTEL COLONIAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 19	FASHION GROUP TO HEAR M.D.C. CRAWFORD	THE FASHION GROUP OF BOSTON	VENDOME HOTEL BOSTON, MASS.
Friday May 19- May 22	ANNUAL EXHIBITION OF STUDENT WORK This annual exhibit combines the graduation of Parsons' students together with an exhibit of their work, to give practical proof of what these young art students can do in designing and making of clothes as well as in pure art. This exhibit may be viewed from 10:00 A.M.-10:00 P.M. Friday and Monday; 10:00 A.M.-6:00 P.M. Saturday and Sunday. Special emphasis on style presentation, Friday, Saturday and Sunday, 3:30 P.M. and Monday, 8:30 P.M. Open to Press and public. Contact: Luise Branch, PL. 8-1662.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH STREET
Saturday May 20 10:30 A.M.	"CALLING ALL GIRLS" CLUB MEETING <i>hums</i> This is a "Good Old Summertime" show, featuring active summer fashions for indoors and out. Guest stars are 2 swimming champions who will be on hand to liven things up, at this "Calling All Girls" meeting. Teen-agers, parents, and press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	AUDITORIUM 5TH FLOOR
Saturday May 20 10:30 A.M.	"TRICKS FOR TEENS" MEET- ING AND FASHION SHOW With a view toward Decoration Day and out-doors, this will be a junior-miss fashion show, "Teens Go For Cottons", featuring play clothes, bathing suits, slacks, shorts, etc. Guest stars include Glen Gray, orchestra leader, a singer and a cartoonist. Teen-agers, their parents, and Press invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Saturday May 20 4:00 P.M.	JUNIOR HAVEN FASHION SHOW Junior-miss fashions for summer, including play, spectator, and date ensembles, modeled by Bamberger's newly trained high-school students. Open to Press and juniors. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	RESTAURANT 10TH FLOOR
Sunday May 21	"I AM AN AMERICAN DAY" Thousands of new citizens will be given the oath of allegiance by Chief Judge Irving Lehman; there will be addresses by government and military leaders and entertainment by stage, screen and radio personalities.	MAYOR LA GUARDIA	CENTRAL PARK MALL
Sunday May 21-23	BIG FALL FASHION SHOWING 375 of America's foremost creators of women's, misses', and children's apparel, will be under one roof at this fall style show.	STYLE EXHIBITORS, INC.	MORRISON HOTEL CHICAGO, ILLINOIS
Sunday May 21- May 26	METROPOLITAN JUVE- NILE STYLE MART The annual pre-fall presentation of cream-of-the-market fashions in infants', juvenile and junior apparel. Buyers and stylists invited. For further information, contact: Moe Goldblatt, Derby Sportswear, WI. 7-4520.	MANUFACTURERS OF JUVENILE APPAREL	NEW YORKER HOTEL 7TH AND 8TH FLOORS
Monday May 22 12:30 P.M. Luncheon	GARMENT RE-MAKE AND CON- SERVATION PRESENTATION Thirty garments, re-made by twenty distinguished American designers, will be modeled before a large audience and several honor guests including Mrs. Franklin D. Roosevelt, Helen Hayes, Marcia Davenport, and Mrs. Alice T.	NATIONAL WOOL INDUSTRIES AND A. W. V. S.	WALDORF ASTORIA HOTEL GRAND BALLROOM

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
	McLean, head of A.W.V.S. This is part of the National Conservation Program and is being written up in Colliers, Life, and other magazines concurrently. Designers include, Vera Maxwell, Claire McCardell, Clarepotter, Nettie Rosenstein, Helen Cookman, and others. Nine of the garments are children's clothes. The whole affair has the sanction of Donald Nelson of W.P.B. Press by invitation. Others, \$3.10. Publicity: June Hamilton Rhodes, WI. 7-7476.		
<i>W. of Sunday</i> Monday May 22-24 2:30 P.M.	PRESS PREVIEW: FUR FASHIONS This outstanding creator of high-style furs will show trend-setting models to the press, strictly by invitation. Publ.: Zan Diamond, MU. 3-4350.	DE LEO FURS	SHOWROOM 130 WEST 30TH STREET
Monday May 22- May 26	DALLAS FALL MARKET SHOWINGS Buyers are traveling to Dallas now nearly as much as they do to N.Y. to see the latest in sports, play, southwestern and spectator fashions. There will be 150 exhibitors in the show. Contact: Hucie Houston, Baker Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton, with emphasis on the new plastic finishes for troop uses, and other exciting developments in cotton fabrics. To tie-in, contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY
Monday May 22- May 27	UNITED SEAMEN'S SERVICE WEEK Patriotic window display material including safety-at-sea exhibits, posters, banners and flags, will be available to stores in connection with United Seamen's Service Week, May 22-27. For information, Contact: Harry Klemfuss, Public Relations, United Seamen's Service, 39 Broadway, New York City.	UNITED SEAMEN'S SERVICE (39 BROADWAY)	ALL STORE WINDOWS AROUND THE COUNTRY
Tuesday May 23 4:00 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION This is an advance presentation of Stetson's fall fall hat models. Press, by invitation only. Publicity: Sophie Goode, MU. 3-3171.	STETSON HATS, INC.	SHOWROOM 475 5TH AVENUE
Wednesday May 24 12:30 P.M. Luncheon	SALES PROMOTION LUNCHEON "The Curtail that Wags the Advertiser" will be the topic discussed by Jeannette Moser, Advertising Manager of Bloomingdale's. Bernice Peck, Beauty Editor of Mademoiselle, and experts from radio, newspaper, and the publishing fields. Members may bring guests. Cost of luncheon, \$1.65, including tip. Reservations close Tuesday, May 23rd. Contact: The Fashion Group, CI. 7-1734.	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Wednesday May 24 1:00 P.M. Luncheon	LUNCHEON SHOW OF SUMMER FASHIONS Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 24 6:30 P.M.	FALL BUYERS' MEETING Outstanding speakers will give the fall outlook for infants' wear, coats, underwear and dresses. Seventy-five manufacturers have been invited to attend. Cost of dinner, \$1.50. For reservations, contact: Dorothy Stote, MU. 3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS' ASSOCIATION	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Wednesday May 24	BREAKFAST ADDRESS The fashion coordinator of Marshall Field will address the Women's Apparel Breakfast Clinic during Chicago's Fall Market Week.	ANNE SHEEHAN OF MARSHALL FIELD	MERCHANDISE MART CHICAGO, ILLINOIS
Wednesday May 24	15TH ANNIVERSARY EXHIBIT: "ART IN PROGRESS" This exhibit, which includes paintings, sculpture, architecture, industrial art, photography, dance and theatre design, and motion pictures, will fill three floors of the Museum and be on view throughout the summer. Forty-seven photographs of best modern design buildings constructed in America since 1932 will be shown in the architectural section of the Museum's "Art in Progress" exhibit. Open to public. Publ.: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday May 25- Nov. 12	AMERICANA EXHIBIT Paintings, prints, costumes, architecture and decorative materials in this Americana exhibit, will be chronologically installed in the Museum's exhibition galleries to give the complete picture of American culture. The range of the exhibit is from the 18th Century to the present. Open to public after Press Opening and Reception on May 25th. Contact: Brooklyn Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Sunday May 28	AIR STYLES FASHION PROJECT The first Commencement Aviation Style and Flight Show will be presented on this campus where the only flight school of this kind for women operates as part of the regular college course. "Hitting the Sky in Style" will be demonstrated by a fashion show designed and supervised by Muriel King of New York and Hollywood, fashion creator. It will include grease-monkey outfits, street dresses and evening dresses for women who will fly about in numbers after the war. Contact: Stephens College, Columbia, Missouri.	STEPHENS COLLEGE	COLUMBIA, MISSOURI
Monday May 29- May 31 9:30 A.M.	ANNUAL CONVENTION FOR PURCHASING AGENTS These are full-scale national purchasers primarily devoted to buying supplies for the war. They will discuss price controls, regulation of materials, and war-to-peace measures. Speakers will include Donald Nelson, of W.P.B., and General Browning, head of purchasing for the U.S. Army. Registration, \$5 a head. Open to members. For further information, contact: George Benard, 11 Park Place, CO. 7-3677.	NATIONAL ASSOCIATION OF PURCHASING AGENTS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
May 29- June 5	FALL FASHION OPENINGS	LEADING N.Y. COAT AND SUIT HOUSES	INDIVIDUAL NEW YORK SHOWROOMS
Friday June 2	GRADUATION LUNCHEON OF FASHION CLASS 80 young women graduates, representing every section of the United States (and Hawaii), will be guests of this fashion-career school at a formal graduation ceremony and luncheon. Press by invitation. For further information, contact: Laboratory Institute of Merchandising, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF ASTORIA HOTEL PERROQUET SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 5	<p>OPENING FALL LINES</p> <p>Guild members who will show their lines include:</p> <p>HANSEN BANG WILLIAM BASS DRESSES ANTHONY BLOTTA CAPRI FROCKS CARLYE DRESSES DEITSCH, WERSBA & COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN FRED GREENBERG DRESSES JOSEPH HALPERT HORWITZ & DUBERMAN INTERNATIONAL DRESSES</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA</p> <p>JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE PARNIS-LEVINSON BEN REIG C. H. D. ROBBINS MARTIN SIMON HERBERT SONDHEIM SUZANNE-AUGUSTINE ZUCKERMAN & KRAUS</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p>
	Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.		
Monday June 5	<p>PRESS PREVIEW: FUR FASHIONS</p> <p>This will be a Mink Fashion Presentation which the press will attend, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.</p>	<p>ESTHER DOROTHY (78 E. 56th St.)</p>	<p>PLAZA HOTEL 5TH AVE. AT 59TH ST.</p>
Monday June 5- June 9	<p>FIRST SHOWING: FALL HAT TRENDS</p> <p>Instead of paying \$100 admission, plus \$50 for each model, manufacturers will now be able to purchase the hat block on which these hats, created by our leading millinery designers, are made. This showing daily at 9:30 A.M.-12:30 P.M. and again at 2:00 P.M.-5:00 P.M. is intended for the trade. The press is invited to see the collection on Monday, June 12 at a luncheon to be held in the Monte Carlo Restaurant. For further information, Contact: Miss Heller, MU. 2-3947.</p>	<p>EMPIRE HAT BLOCK CO. (15 WEST 36TH ST.)</p>	<p>WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.</p>
Beginning Monday June 5	<p>FALL SPORTSWEAR LINES OPEN</p> <p>Members of the Sportswear Guild who will show their lines include:</p> <p>ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN KANE-WEILL</p>	<p>SPORTSWEAR GUILD</p> <p>MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN ZOLTAN ROSENBERG SPORT-CRAFT</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p>
	STAR-MAID DRESSES		
Tuesday June 6- June 13 2:00 P.M.- 4:00 P.M.	<p>RED CROSS CANNING SESSIONS</p> <p>These two sessions, of vast importance in this summer's food preservation program, will be conducted by Mrs. Sylvia Neubauer and Miss Pauline Leonard, Red Cross instructors. They will lecture and also give practical demonstrations. Open to public, free, Press invited. Publicity: Emily Adamson, TR. 5-7200.</p>	<p>ABRAHAM & STRAUS BROOKLYN</p>	<p>EAST BUILDING 5TH FLOOR</p>
Saturday June 10	<p>9TH ANNUAL ENTERTAINMENT: NEWSPAPER GUILD OF "PAGE 1 OF 1944"</p> <p>Entertainment and dance, including Page 1 Awards to outstanding personalities of stage, screen, radio, and sports. For further information, Contact: Newspaper Guild of New York, MU. 3-9465.</p>	<p>NEW YORK</p>	<p>COMMODORE HOTEL GRAND BALLROOM</p>

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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 12	5TH WAR LOAN CAMPAIGN The quota set for all employees in stores in this country is \$300 in bond sales per person. The total quota of the nation's five million retail employees who sell \$300 in "E" bonds equals one and one-half billion dollars. A number of store tie-ups are suggested and available by the United States Treasury Department through the Central Council of National Retail Associations. Publicity: Leonard Hornbein, ME. 3-6070.	DEPARTMENT STORES	ALL OVER U. S. A.
Wednesday June 14 4:00 P.M.- 7:00 P.M.	FASHION SHOW AND PRESS PARTY The 4th Annual National Sewing Contest Fashion Show and Cocktail Party sponsored by the National Needlecraft Bureau is the climaxing event to award prizes to National sewing champions. Local contests are now being held all over the country, on radio and in newspapers. The New York contest is being conducted by Alma Kitchell, over WJZ. Publicity: Gwen McKenna, 485 Madison Avenue, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM
Monday June 19	OPENING: 27TH SEASON STADIUM CONCERTS The outdoor opening program this summer will be Fritz Kreisler playing all-Tschaikowsky selections with Sir Thomas Beecham conducting. Concert committee include Mrs. Charles Guggenheimer, Mrs. Pierpont Morgan Hamilton, and Arthur Judson, Manager. Tickets, 25¢-\$1.50. For further information, Contact: Stadium Concerts, CI. 7-7575.	STADIUM CONCERTS INC.	LEWISOHN STADIUM 138TH ST. AT AMSTERDAM
Monday June 26- July 1	"SWIM FOR HEALTH" CAMPAIGN This is the 9th Annual "Swim for Health" Campaign. Purpose: to increase American swimming; to assist Red Cross and Armed Services in teaching everyone to swim; to further physical fitness programs in defense plants and in everyday life; Bulletins, posters and display ideas will be available to stores. Apply, Martin Stern, Director, Nation-wide Learn to Swim campaign, 60 East 42nd Street, VA. 6-0543.	BATHING SUIT MAKERS & PATRIOTIC SERVICES	STORES ALL OVER THE COUNTRY
Friday June 26- June 30	OPENING: DISPLAY MARKET WEEK Two features of Display Market Week are: a telecast demonstration by N.B.C. on "What Television Means to the Display Manager in the Post-War Store"; also, a forum on the changes of display techniques in the past twenty-five years. Additional discussions on packaging and other phases of display. Contact: National Association of Display Industries, BR. 9-8848.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	PENNSYLVANIA HOTEL B'WAY AT 33RD STREET
Tuesday July 11	FALL MILLINERY FASHION SHOW	MILLINERY STABILIZA- TION COMMISSION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

LAST MINUTE ANNOUNCEMENT

Wednesday May 17 4:00 P.M. 6:00 P.M.	A SHOW DEMONSTRATING "HAIR-DO'S TO LIVE IN" Four shows running ten minutes each at 4:15, 4:45, 5:15, and 5:45 P.M., will demonstrate new up-to-the-minute hair styles created by the American Design Institute. Beauty Editors and Press invited. Publicity: Eleanor Rowlands, MO. 4-9292.	AMERICAN HAIR DESIGN INSTITUTE	ROOSEVELT HOTEL MEZZANINE
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MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Just....."WHITE CLIFFS OF DOVER" (Movie) MUSIC HALL, 6TH AVENUE AT 50TH STREET
 Opened An MGM picture starring Irene Dunne and Alan Marshal. Directed by Clarence Brown. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Sunday.....TWO NEW 1-ACT OPERA PRESENTATIONS ALVIN THEATRE, 250 WEST 52ND STREET
 May 14, "The Maid as Mistress" and "Secrets of Suzanne" will be presented on both
 May 21 evenings. Publicity: James Proctor, MU. 2-9147.
- Sunday.....BENEFIT: ANTI-FASCIST REFUGEE COMMITTEE CARNEGIE HALL, 7TH AVE. AT 57TH ST.
 May 14 Paul Draper, Duke Ellington, and Jimmy Savo will entertain at this big-scale
 8:15 P.M. benefit. Tickets, \$1.20-\$4.80, available at Carnegie Hall.
- Tuesday....OPENING: "NEW MOON" NEW YORK CITY CENTER, 131 WEST 55TH ST.
 May 16 "New Moon" will inaugurate the new musical comedy and operetta season at the
 New York City Center. Directed by Jose Ruben. Music by Sigmund Romberg.
 Publicity: Karl Bernstein, CI. 6-0427.
- Friday.....PREMIERE: "COBRA WOMAN" (Movie) CRITERION THEATRE, 1514 BROADWAY
 May 19 A Universal picture starring Maria Montez, John Hall, Lon Chaney Jr., and
 others. An adventure film in technicolor. Publ.: Al Horwitz, CI. 7-7100.
- Tuesday....PREMIERE: "THE GATE" METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH STREET
 May 23 This is a dramatized, operatic account of humanity's struggle for world
 unity. This opera has a cast of 300 as well as 72 members of the New York
 Philharmonic Symphony Orchestra. Written by Max Brand. Publicity: Herbert
 Barret, CI. 6-9220.
- Thursday...ARC BENEFIT: MAMMOTH TOSCANINI CONCERT, MADISON SQ. GARDEN, 8TH AVE. AT 50TH
 May 25 The combined NBC and N.Y. Philharmonic Symphony orchestras, directed by
 Toscanini, and singers from the Metropolitan Opera, plus a chorus of 600
 will contribute to a mammoth program to achieve the two million dollar de-
 ficit in the Red Cross drive. Reservations, Burden Littell Bureau, Bonwit
 Teller's. Publicity: Helen Havener, CH.3-3623.
- Friday.....PREMIERE: "MAKE YOUR OWN BED" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
 May 26 This is a Warner Bros. picture, starring Jane Wyman, Jack Carson and Irene
 Manning. A modern comedy about the servant problem. Costumes, Milo
 Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Saturday...OPENING: "DREAM WITH MUSIC" 44TH ST. THEATRE, 216 WEST 44TH STREET
 May 26 A musical comedy produced by Richard Kollmar, written in part by his wife,
 8:40 P.M. Dorothy Kilgallen. Starring June Knight, Zorina, Ronald Graham and others.
 Costumes, Miles White. Publicity: Rubin Rabinovich, PL. 8-2506.
- Sunday.....NEW RADIO PROGRAM: "HOLLYWOOD STAR TIME" BLUE NETWORK WJZ
 May 29 A new daily coast-to-coast radio show with top name radio artists and movie
 stars will acquaint the public with what is going on at R.K.O. through
 interviews with stars, studio highlights, and music. Publicity: Rutgers
 Neilson, CO. 5-6500.
- Wednesday..PREMIERE: "AND THE ANGELS SING" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
 June 7 A Paramount picture starring Dorothy Lamour, Betty Hutton, Fred MacMurray,
 and Diane Lynn. A musical comedy built around a sister-act. Costumes,
 Edith Head. Publicity: Aileen Brenon, BR. 9-8700.
- Monday.....NEW RADIO PROGRAM: "M-G-M SCREEN TESTS" MUTUAL NETWORK
 June 12 This new M-G-M workshop will consist of actual screen tests over the air,
 9:15 presented every day, Monday-Friday, and providing a new source of star
 material. For further information, contact: M-G-M, 1540 Broadway.
- Wednesday..OPENING: GOLDMAN'S SUMMER CONCERTS, CENTRAL PARK, N.Y., PROSPECT PARK, BKLYN.
 June 14 Edwin Franko Goldman, conductor, is back again beginning June 14th. Concerts
 will be given every Monday, Wednesday and Friday at the Central Park Mall;
 and Tuesday, Thursday and Saturday in Prospect Park, Brooklyn. All concerts
 begin at 8:30 P.M.